

Public Engagement Strategy

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Reviews:			
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Overview of challenges in area

Overall registration rates are strong overall. There was a very high response to the canvass in 2017 (93.4%). The areas with the lowest response to the canvass were St Peters (86.3%) and Heath Town (81.6%). The ERO has identified students, attainers, BME communities (and/or areas where levels of English as a first language are lower than usual) and private sector tenants as particular challenges.

Approach to meeting these challenges

The Public Engagement Strategy for 2018/19 marks a fresh start for electoral registration activity and will build on some of the positive engagement work undertaken in 17/18. The approach is to:

- work through community groups and Councillors to effectively reach BME groups and residents who do not have English as their first language
- work with the University, city college, schools (via education department) to improve registration and democratic engagement amongst students
- work with and through private landlords and council housing team to encourage their tenants to register
- improve engagement with young people, particularly attainers, to encourage registration and engagement with democratic processes
- work with organisations who come in to regular contact with members of the community, to establish partnerships to promote registration

Approach to evaluating activity

The key mechanism to evaluate the effectiveness of different strands of work will be registration rates in target areas (outcome measure) but there will be other output measures that will provide helpful indicators (e.g. attendance at student events, distribution of leaflets and videos in other languages, etc.).

Public Engagement Plan

Key deliverables	Detailed tasks	Start date	End date	Comments	RAG status
Embed voter registration in to student registration	University to implement T system to capture student voter information	Jan-18	Aug-18		Complete
	University to share student data to import students on to register of electors	Sep-18	Oct-18	Awaiting student data when registration is complete	On track
Support democratic engagement activity with young people	Attend freshers fayre (september) with pop up registration desk, healthy body healthy mind fayre (january) and careers fayre (march)	Sep-17	Ongoing	Attended two freshers fayres, in contact with university regarding future events	On track
	Provide opportunities for people aged 16 + to work on elections	Mar-18	Ongoing	St Peters sixth formers work as ballot box runners on election night.	On track
Increase the number of attainers on the register	Send a letter to every 16 year old to advise them that they can go on the register as attainers	Feb-17	Sep-17	Unable to measure success of this, so looking to explore other options	Complete
	Meet with education department to explore engagement options	Jun-18	Mar-19	Going to advertise vote 100 engagement sessions via education department	On track
Embed voter registration when clients are in triage/waiting for an advisor	Share videos with CAB and links to WIN for upcoming elections / CAB to have tablet devices in waiting room for people to register ahead of election	Mar-18	Ongoing		On track
	Provide RMC with a briefing note for them to advise clients on who is eligible for each type of election	Sep-17	Ongoing		On track
	Meet with credit union to establish a similar arrangements	Jun-18	Dec-18		On track
Increase private sector tenant registration	Embed voter registration question to make every contact count and safe and well checks	Sep-17	Dec-18	This has been trialled, need to improve process	On track
Events to promote local democracy week	Launch be a councillor campaign and host information events. BAC Q&A session	Jun-18	Jul-18		Complete
	Plan an engagement session to take out to communities	Sep-18	Feb-18	Meeting with CA to discuss event in low hill community hub	On track
Events to promote 100 years since women got vote	Take a democratic engagement session out to schools in conjunction with councillor	Sep-18	Dec-18		On track
Encourage take up of postal votes	Postal vote leaflet in with every HEF	Jun-18	Jul-18		Complete

Building a profile of your registration area - analysing previous public engagement strategies, registration plans and local data

Ward/Division	Response data from the 2017 canvass			2016 response rate	What other data tells you about these wards (2011 Census and Moasic profiles)	Groups in this area	Priorities identified	Priority ward?
	Number of properties	Response (no)	Response (%)					
Bilston East (HAB - HNA)	6,449	6,006	93.1%	89.7%	Above average lone parent households; high level of Council housing; above average unemployment; above average manual trades.	Single person households.	Normal canvass activity, with national publicity.	
Bilston North (IAB - IIB)	5,073	4,788	94.4%	90.5%	Slightly above average social rented - council tenure. High percentage of 'Modest Traditions' (mature homeowners enjoying stable lifestyles). Prefer to be contacted by post.		Normal canvass activity, with national publicity.	
Blakenhall (JAA - JMA)	4,651	4,320	92.9%	93.5%	High level of BME, esp. Asian; low levels of English as first language; above average social and private rented; above average number of students. High percentage of 'Urban Cohesion' (settled urban communities, strong sense of identity). A high preference for using twitter, being contacted by mobile call and texts.	BME; students; private rented.	Work through community groups and Councilors; partnership with University; communication in multiple languages. Low response rate in JMA -75% JKA - 86% and JHA - 89%	YES
Bushbury North (AAA - AHA)	5,295	5,024	94.9%	96.3%	Above average 75+ and single occupant pensioners. High percentage of 'Aspiring Homemakers' (younger households, recently set up home). High preference for being contacted by social media.		Normal canvass activity, with national publicity.	
Bushbury South and Low Hill (BAA-BJA)	6,626	6,148	92.8%	88.9%	Above average Afro-Caribbean population; high lone parent households; high level of Council and social housing; high unemployment; above average manual trades. Lowest turnout in local elections 2018	BME; single person households.	Work through community groups and Councilors. Less than 90% response rate in polling districts BHA, BIA and BJA	YES
East Park (KAA - KLA)	5,720	5,375	94.0%	86.6%	Above average lone person households; high level of Council housing; above average unemployment; above average manual trades.	Single person households.	Normal canvass activity, with national publicity.	
Ettingshall (LAB - LKA)	6,423	5,841	90.9%	89.9%	Above average BME (Asian and Black); low levels of English as first language; above average lone parent households; high levels of Council housing; above average unemployment; above average manual trades. High percentage of 'Transient Renters' (single people, low cost homes for short term). High preference for using social media.	BME; poor English fluency; single person households.	Less than average response rate. Work through community groups and Councilors. Low response rate in LCA - 82% and LAB - 89%	YES
Fallings Park (CAA-CKA)	5,127	4,737	92.4%	88.8%	Above average Council housing. High percentage of 'Aspiring Homemakers' (younger households, recently set up home). High preference for being contacted by social media.		Normal canvass activity, with national publicity.	
Graiseley (NAA - NJA)	5,591	5,189	92.8%	93.4%	High level of BME, esp. Asian; low levels of English as first language; high level of lone person households; high level of private renting; above average unemployment. High percentage of 'Transient Renters' (single people, low cost homes for short term). High preference for using social media.	BME; poor English fluency; single person households; private renting.	Work through community groups and Councilors; private landlord initiative. Low response rate in NCA - 81% and NGA -84%	YES
Heath Town (DAA-DMB)	6,911	6,890	96.8%	81.6%	High level of younger people; above average Black population; below average levels of English as first language; high level of lone person households; high level of Council housing; high unemployment; above average student population; above average manual trades. High percentage of 'Transient Renters' (single people, low cost homes for short term). High preference for using social media.	Young people; BME; poor English fluency; single person households; students.	Work through community groups and Councilors; partnership with University.	
Merry Hill (OAA - OJA)	5,351	5,015	93.7%	91.0%	Above average lone pensioner households. High percentage of 'Suburban Stability' (mature couples, supporting older children, comfortable incomes). High preference for being contacted by email and social media. High percentage of 'Senior Security' (older people with assets, comfortable retirement). High preference for being contacted by post or landline.	Single person households.	Normal canvass activity, with national publicity. Low response rate in OGA - 86%	
Oxley (EAA - EHA)	5,384	5,130	95.3%	92.9%	Slightly above average social rented - council tenure. High percentage of 'Aspiring Homemakers' (younger households, recently set up home). High preference for being contacted by social media.		Normal canvass activity, with national publicity. Low response rate in EPA - 86%	
Park (PAA - PIA)	5,704	5,220	91.5%	94.0%	Above average Asian population; low level of English as first language; high level of private rented; above average student population; high level of lone person households. High percentage of 'Domestic Success' (high-earning families, school-age children). High preference for using social media, texts and emails rather than post. High percentage of 'Rental Hubs' and 'Transient Renters' (young people, renting from private landlords, students). High preference for being contacted by social media - using twitter and facebook daily.	BME; poor English fluency; private rented; students; single person households.	Targeted during Canvass & following publication of Feb register. Low response rate in PFA, PIA, PBA and PDA (90% and under)	
Penn (QAB - QKB)	5,211	5,057	97.0%	96.9%	Above average older population; high level of Asian residents. High percentage of 'Domestic Success' (high-earning families, school-age children). High preference for using social media, texts and emails rather than post. High percentage of 'Senior Security' (older people with assets, comfortable retirement). High preference for being contacted by post or landline.	BME.	Work through community groups and Councilors; partnership with University; private landlord initiative.	
Spring Vale (MAA - MKA)	5,187	4,711	90.8%	91.0%	Above average older population.		Less than average response rate. Low response rate in MAA - 84%, MCA - 90% and MKA - 89%	YES
St Peter's (RAA - RIA)	7,090	6,117	86.3%	78.9%	High level of younger people; large 'other white' community; large Pakistani community; above average Caribbean population; low levels of English as first language; high level of lone person households; high level of social and private rented; above average unemployment; high level of students; high level of manual trades. High percentage of 'Rental Hubs' (young people, renting from private landlords, students) and 'Transient Renters'. High preference for being contacted by social media - using twitter and facebook daily.	Young people; BME; EU citizens; poor English fluency; single person households; private rented; students.	Less than average response rate. Lowest response rate in RHA - 60% and RA - 81%. Work through community groups and Councilors; partnership with University; private landlord initiative. Use of social media to communicate.	YES
Tottenham Regis (SBB - SJB)	5,189	4,983	96.0%	87.3%	Above average older population; above average lone pensioner households. High percentage of 'prestige positions' (well-educated, affluent married couples, large family homes) with a high preference for being contacted by post or email. High percentage of 'Senior Security' (older people with assets, comfortable retirement). High preference for being contacted by post or landline.	Single person households.	Normal canvass activity, with national publicity.	
Tottenham Wightwick (TBA - TKA)	5,471	5,234	95.7%	96.4%	Above average older population; above average lone pensioner households. High percentage of 'prestige positions' (well-educated, affluent married couples, large family homes) with a high preference for being contacted by post or email. High percentage of 'Senior Security' (older people with assets, comfortable retirement). High preference for being contacted by post or landline.	Single person households.	Normal canvass activity, with national publicity.	
Wednesfield North (FAA - FIA)	5,067	4,851	95.7%	94.6%	Above average older population; above average lone pensioner households. High percentage of 'Senior Security' (older people with assets, comfortable retirement). High preference for being contacted by post or landline.	Single person households.	Normal canvass activity, with national publicity.	
Wednesfield South (GAA - GIA)	5,267	4,958	94.1%	91.7%	No identified issues from census. High percentage of 'Senior Security' (older people with assets, comfortable retirement). High preference for being contacted by post or landline.		Normal canvass activity, with national publicity.	
Area wide	112,787	105,394	93.4%	90.30%				